



Planning Your Successful Business Launch

COURSE CONTENT

This seminar provides an introduction and basic understanding of the principle of planning and organizing involved in the successful launch of a small entrepreneurial business.

- Create a brand message
- It's All About the Customer
- Product Distribution & Service Delivery Modeling
- Market Advertising & Sales
- Creating Your Capitalization Plan & Budget
- Testing: using a pre-launch event
- Elevator Pitch

May 14, 2022

8:30 am – registration

9:00 am – 5:00 pm

**CTC Training Center
5330 Transport Blvd.**

\$49/person
Lunch & Material Provided



Mr. Tony E. Calloway

Tony is a graduate of Mercer University. He has a BS in Biology, MS in Management Science and graduated from Postgraduate Intelligence College in Washington, DC. He has over 35 years of experience in real estate investment, private lending, and financial services industries. He serves as an adjunct in several colleges, teaching graduate business, marketing, and personal finance.

His nickname is "Private Money Godfather" due to his accomplishment as a Private Money Syndicate's Managing Partner, Expert Financier and Producer of the "Mind Your Business Show" (YouTube.com), and former host of the "Mind Your Millions" Radio Show.

Tony was past president of Mercer University College & Liberal Arts Alumni Trustee Board, member of Leadership Georgia Foundation and served in the US Army (strategic intelligence officer).

To register, visit us online at <https://columbustech.coursetorm.com/course/planning-your-successful-business-launch>

For more information, contact Deana Beauford at 706-649-1454.



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